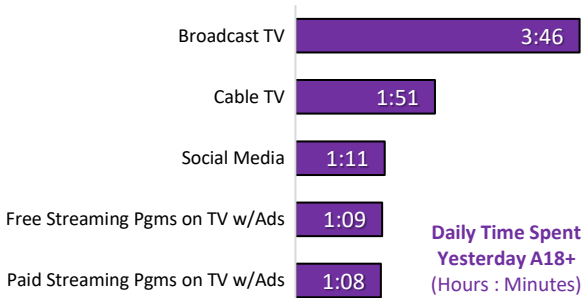


TVB INSIGHTS

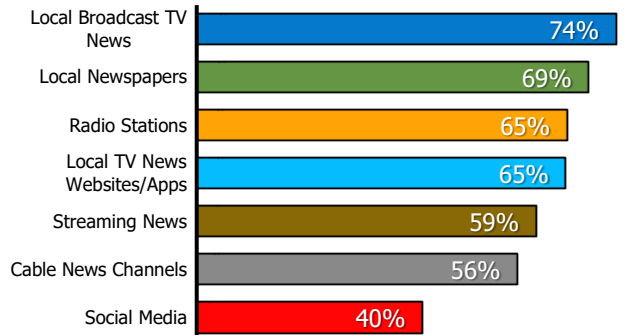
WEEKLY RESEARCH & ANALYSIS

2023/24 Season – Week 19 (1/29-2/4/24)

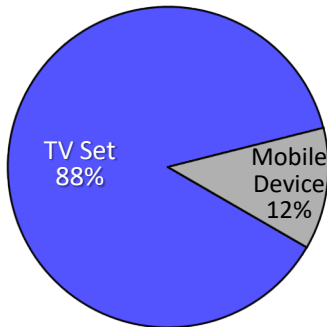
Media Comparisons 2024: People Spend The Most Time With Television



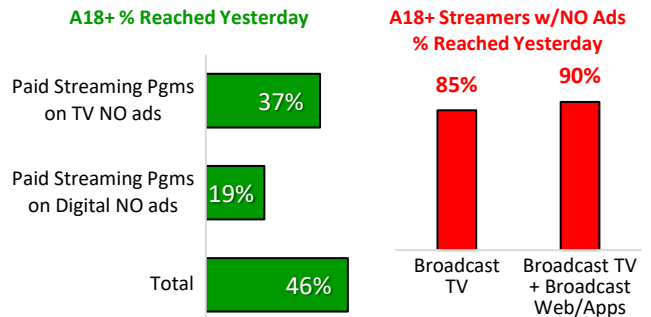
Media Comparisons 2024: I Trust The News On... (A18+ Percent Agree)



Media Comparisons 2024: % Of A18+ Time Spent Of TV/Movie Viewing



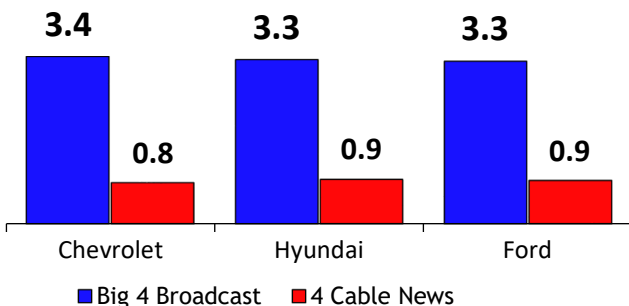
Media Comparisons 2024: Broadcast Can Reach Most Of A18+ Who Stream With No Ads



Market of the Week: Providence, RI

Auto Owners

Mon-Sun 5-6p Live – Average Monthly Ratings (Comscore)

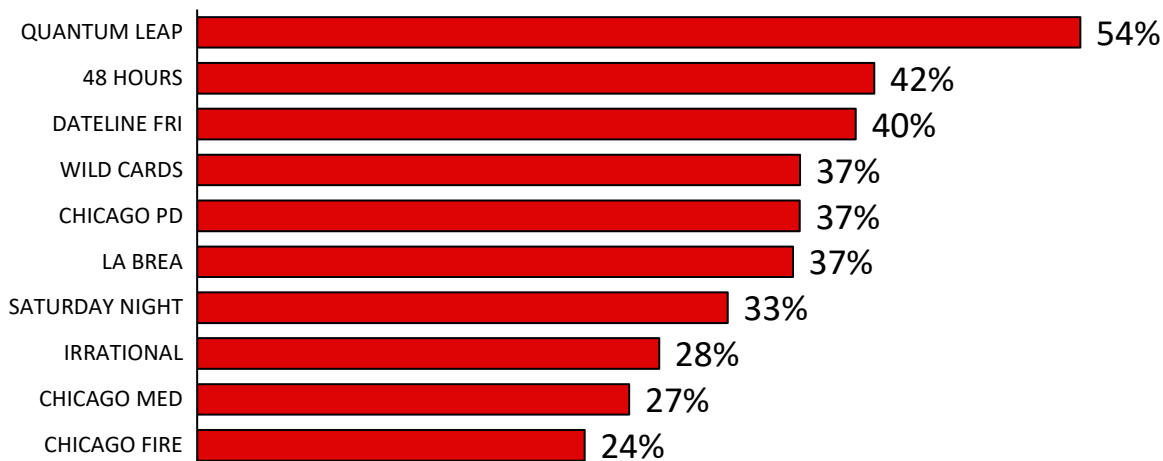


Top 5 Spot TV Advertisers from Vivvix

Advertiser	December'22 – November'23 (Dols (000))
Toyota Dealer Assn	\$3,283.0
Cardis Furniture & Mattress Store	\$1,836.2
Hyundai	\$1,833.2
Cox	\$1,827.5
Rob Levine & Assoc Attorneys	\$1,387.0

2023/24 Season Week 19 (1/29-2/4/24)

Top 10 A25-54 Live+1 Lift % Over Live+Same Day



The 66th Annual Grammy Awards

Sunday 2/4/24, 8pm (ET) on CBS	L+1 HH Rtg (000's)
NATIONAL	9.23 (11,533)
KANSAS CITY	13.9 (142)
CHICAGO	13.2 (482)
NASHVILLE	13.0 (154)
NEW YORK	12.9 (981)
ST. LOUIS	12.3 (158)
WEST PALM BEACH-FT. PIERCE	12.3 (112)
BUFFALO *	12.2 (78)
BOSTON (MANCHESTER)	11.9 (311)
MINNEAPOLIS-ST. PAUL	11.9 (222)
BALTIMORE	11.8 (137)

Top Adults 18-49 in Hispanic Households

Hispanic Households	L+1 A18-49 Rtg (000's)
GRAMMY AWARDS	2.55 (765)
MUJER 2 MON	1.58 (475)
MINAS DE PASION MON	1.56 (468)
MUJER 2 WED	1.54 (461)
MUJER 2 TUE	1.50 (450)
MINAS DE PASION TUE	1.48 (445)
MINAS DE PASION FRI	1.48 (444)
VENCER LA CULPA MON	1.48 (443)
LIGA MX SAT 2	1.47 (440)
MINAS DE PASION WED	1.46 (438)

Source: Nielsen Arianna and nPower, Live+1; HH, A18-49, A25-54 ratings and 000s
*L+1 Not Available, L+SD used instead





2024 NFL Championships & Divisional Playoffs

Nielsen Live+1 HH 000's (Ratings)

2024			HH Live+1 Rating	HH Live + 1 000's	P2+ Live+1 Rating	P2+ Live+1 000's
Jan. 28	AFC Champ.	CBS	25.5	31,873	17.6	55,512
Chiefs (17) / Ravens (10)	Kansas City	KCTV	50.9	518	n/a	n/a
	Baltimore	WJZ	41.5	483	38.8	1,126
Jan. 28	NFC Champ.	FOX	25.2	31,544	17.9	56,451
49ers (34) / Lions (31)	S.F.-Oakland	KTVU	30.7	775	25.2	1,705
	Detroit	WJBK	46.0	888	42.5	1,989

2024			HH Live+1 Rating	HH Live+1 000's	P2+ Live+1 Rating	P2+ Live+1 000's
Jan. 20	Divisional	ABC	10.8	13,505	6.8	21,368
Ravens (34) / Texans (10)		ESPN	5.4	6,703	3.5	10,986
		ESPD	0.0	42	0.0	89
		WMAR	27.7	322	22.7	660
	Baltimore	ESPN	7.2	84	5.9	172
		ESPD	<<	0	<<	0
		KTRK	19.0	527	14.0	1,065
	Houston	ESPN	4.3	120	3.4	257
		ESPD	<<	<<	<<	<<
Jan. 20	Divisional	FOX	17.9	24,432	12.0	37,788
49ers (24) / Packers (21)	S.F.-Oakland	KTVU	27.2	686	21.1	1,431
	Milwaukee	WITI	41.4	385	n/a	n/a
Jan. 21	Divisional	NBC	18.6	23,295	11.8	37,152
Lions (31) / Bucs (23)	Detroit	WDIV	40.5	781	36.0	1,685
	Tampa Bay	WFLA	27.8	596	21.3	1,083
Jan. 21	Divisional	CBS	24.3	30,325	16.0	50,539
Chiefs (27) / Bills (24)	Kansas City	KCTV	54.2	553	n/a	n/a
	Buffalo	WIVB	55.1	353	n/a	n/a

Source: Nielsen NPOWER and Arianna



2024 NFL Wild Card Playoffs

Nielsen Live+1 HH 000's (Ratings)

2024			HH Live+1 Rating	HH Live + 1 000's	P2+ Live+1 Rating	P2+ Live+1 000's
Jan. 13	Wild Card	NBC	12.7	15,854	8.2	25,910
	Texans (45) / Browns (14)	Houston KPRC	21.3	592	16.0	1,216
		Cleveland WKYC	30.8	478	26.5	952
Jan. 13	Wild Card	Peacock	9.2	11,540	7.3	22,907
	Chiefs (26) / Dolphins (7)	Kansas City KSHB	45.0	458	n/a	n/a
		Miami WTVJ	14.0	244	10.9	498
Jan. 14	Wild Card	FOX	19.2	23,964	12.8	40,218
	Packers (48) / Cowboys (32)	Milwaukee WITI	44.8	41	n/a	n/a
		Dallas KDFW	30.9	968	22.2	1,869
Jan. 14	Wild Card	NBC	15.7	19,624	10.2	32,299
	Lions (24) / Rams (23)	Detroit WDIV	39.8	768	31.9	1,494
		Los Angeles KNBC	15.0	883	11.1	1,907
Jan. 15	Wild Card	CBS	15.8	19,712	9.9	31,098
	Bills (31) / Steelers (17)	Buffalo WIVB	56.7	363	n/a	n/a
		Pittsburgh KDKA	42.8	499	35.8	942
Jan. 15	Wild Card	ABC	9.9	12,383	6.0	18,881
	Bucs (32) / Eagles (9)	ESPN	4.7	5,880	3.0	9,368
		ESPN2	0.6	691	0.3	1,040
		ESPD	0.0	27	0.0	48
		WFTS	15.4	330	10.7	542
		WWSB	3.0	63	1.6	83
	Tampa Bay	ESPN	7.5	160	5.3	272
		ESPN2	0.7	14	0.4	21
		ESPD	<<	<<	<<	<<
		WPVI	21.6	687	15.0	1,197
	Philadelphia	ESPN	6.9	219	4.7	35
		ESPN2	0.5	17	0.4	28
		ESPD	0.2	5	0.1	6

Source: Nielsen NPOWER and Arianna

Market Close-Up: Providence, RI-New Bedford, MA

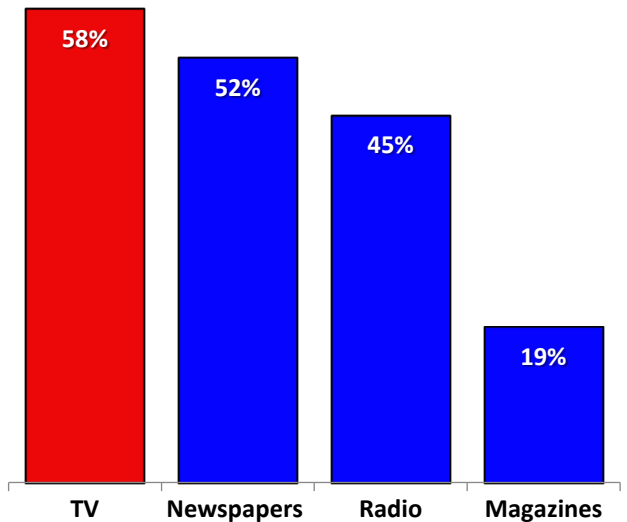
Providence and New Bedford are the largest and 7th largest cities in the states of Rhode Island and Massachusetts, with populations of 189,563 (2022) and 100,682 (2022), respectively according to the U.S Census. The largest industries in these cities include Health Care & Social Assistance, Retail Trade, Manufacturing, Education, Food Services, and Tourism. Some of the largest employers include Textron, United Natural Foods, Nortek, Gilbane, Citizens Bank, Southcoast Hospitals Group, Titleist, and Riverside Manufacturing.

Median HH Income
\$80,177

TV stations serving the area of Providence, RI-New Bedford, MA

WJAR	NBC, Charge!, Comet, TBD
WLNE	ABC, Grit, Ion Mystery, Defy TV
WNAC	Fox, The CW, Rewind TV, Antenna TV
WPRI	CBS, MyNetworkTV, True Crime Network, Dabl
WPXQ	Ion Television, Laff, Scripps News, Bounce TV, Jewelry Television, HSN, QVC, HSN2
WRIW	Telemundo, Cozi TV, Oxygen

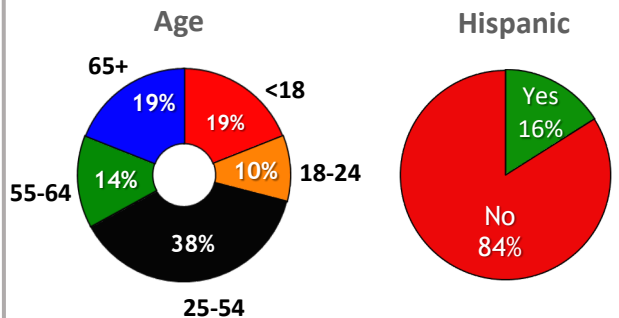
Reliance on Media to Stay Informed % Agree



Providence, RI-New Bedford, MA Interesting Facts

- A popular event to catch in Providence is WaterFire, a series of bonfires that are lit on the rivers of downtown Providence.
- Providence is home to the Providence Bruins, the AHL affiliate team of the NHL's Boston Bruins.
- Family Guy's fictional city of Quahog is inspired by Providence, where the show's creator grew up.
- New Bedford is home to the New Bedford Whaling National Historical Park.
- Henrietta Howland Green, otherwise known as Hetty Green, was known as the "Witch of Wall Street" for being the wealthiest woman in the world during the Gilded Age.
- New Bedford is the nation's most valuable fishing port, and to honor that there is the New Bedford Fishing Heritage Center.

Providence, RI-New Bedford, MA Demographic Overview



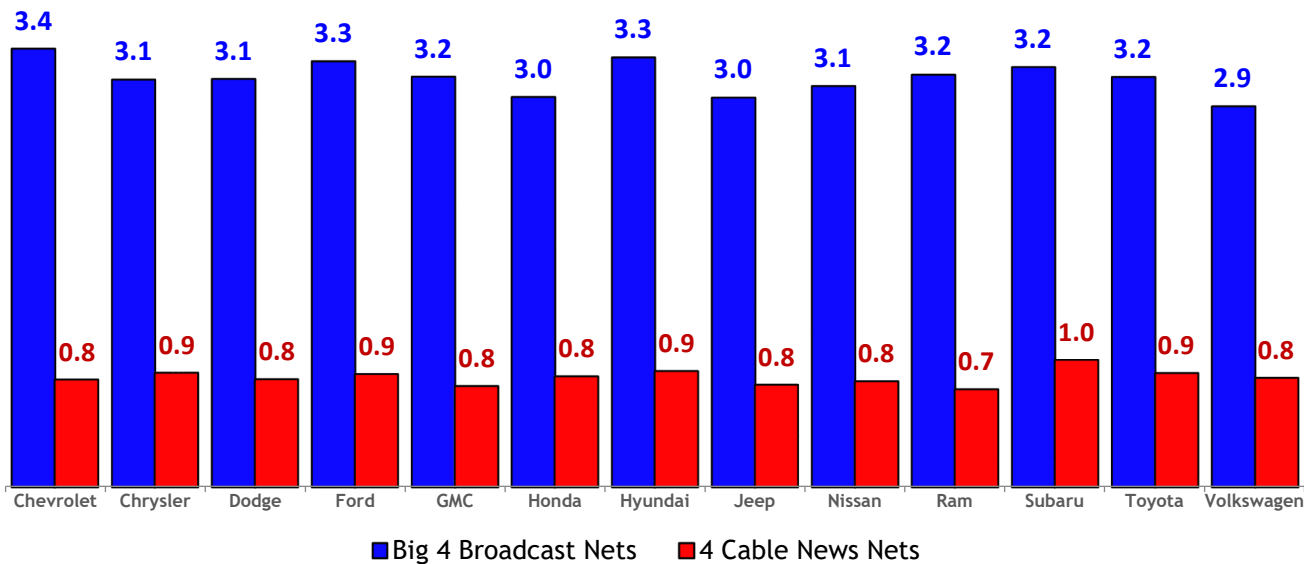
52% loyal to vehicle brand

2023/24 Season Local Market Close-Up: Providence, RI

Market: Providence, RI				Series Ranker (11/27 - 12/31/23)			
Rtg Rnk	Series	Station	# Eps	Day	Local Time	Run Time	HH Live+1 Rtg
1	NFL on FOX National	WNAC (FOX)	3	U	1:03 PM	203	22.3
2	NBC SUNDAY NIGHT FOOTBALL	WJAR (NBC)	5	S, U	4:33 PM	187	19.1
3	NFL on FOX Fill	WNAC (FOX)	3	U	4:25 PM	11	15.4
4	CBS NFL National	WPRI (CBS)	2	U	4:37 PM	174	15.0
5	CBS NFL Regional Post-Gun	WPRI (CBS)	1	U	04:12 PM	3	14.6
6	SUNDAY NIGHT NFL PRE-KICK	WJAR (NBC)	5	S, U	4:26 PM	10	14.1
7	CBS NFL Fill	WPRI (CBS)	2	U	4:25 PM	12	14.1
8	CBS NFL National Post-Gun	WPRI (CBS)	2	U	7:22 PM	4	13.9
9	FOX NFL XMAS	WNAC (FOX)	1	M	04:36 PM	198	13.7
10	CBS NFL TODAY UPDATE-SUS	WPRI (CBS)	1	U	04:15 PM	10	13.7
11	NBC SUNDAY NIGHT FTBL-SUS	WJAR (NBC)	2	U	11:04 PM	24	13.3
12	CBS NFL Regional	WPRI (CBS)	2	U	01:03 PM	224	13.2
13	FOX NFL XMAS POST GUN	WNAC (FOX)	1	M	07:54 PM	3	12.8
14	NBC NFL SUNDAY POST	WJAR (NBC)	5	S, U	7:27 PM	39	12.0
15	CHRISTMAS-ROCKEFELLER CEN	WJAR (NBC)	1	W	08:00 PM	120	11.8
16	CBS NFL SINGLE-MO-XMAS	WPRI (CBS)	1	M	01:03 PM	182	10.8
17	FOX NFL XMAS PRE KICK	WNAC (FOX)	1	M	04:30 PM	6	10.8
18	NFL on FOX Regional	WNAC (FOX)	3	U	1:03 PM	195	10.7
19	CLLG FOOTBALL-USAA	WPRI (CBS)	1	S	02:55 PM	229	10.5
20	FOOTBALL NT AMERICA PT 3	WJAR (NBC)	5	S, U	7:52 PM	25	10.1

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Auto Ownership by Make (Comscore)



Local Broadcast News Avg. vs. Cable Network News Avg. – HH Live Ratings – December '23



Data Sources:

GfK TVB Media Comparisons Study 2024:

Trust: Agree = Agree Strongly + Agree Somewhat

Spent Viewing = TV Set includes Broadcast, Cable, free/paid streaming with and without advertising.

Mobile device includes free and paid streaming with and without advertising

National Broadcast: The Nielsen Company, NPOWER, Live + 1 Day estimates, S/O-S/O = Sign-On to Sign-Off

Local Broadcast: The Nielsen Company, Arianna, Live + 1 Day estimates

Time Shifted Programs: The Nielsen Company, NPOWER, Live+SD vs Live +1 Day rtgs on ABC, CBS, CW, Fox, NBC A25-54 Ratings

Syndication: The Nielsen Company, NPOWER, Live + 1 Day. Syndication data is a week behind the current report week.

Hispanic Households: The Nielsen Company, NPOWER, Live + 1 Day

Spanish Language Programs: The Nielsen Company, NPOWER, Live + 1 Day. For Primetime daypart, M-F 8-11p, Spanish Broadcast affiliates: Azteca, Estrella TV, Telemundo, UniMas & Univision; English Broadcast affiliates: ABC, NBC, CBS, Fox, CW, Me TV, Bounce TV, Cozi TV, Escape, Grit & Laff. Independents excluded due to unknown language format. For local markets: The Nielsen Company, Arianna, Live + 1 Day.

Local Market At-A-Glance/Overview: SRDS (Nielsen Segmentation & Market Solutions), GfK MEMRI

Local Market Close-Up: Comscore TV, Vivvix

Top 20: HH Series Ranker All Day, Ranked on Plus 1 DVR Metrics

Auto Ownership: Comscore data. Mon-Sun 5-6p comparison of the monthly auto demo live ratings. Taking the averages of the top broadcast networks (ABC, CBS, FOX, NBC) versus the top 4 cable news networks (CNN, Fox News Channel, Headline News, MSNBC).

Local News Strength: All Day average of top 4 cable networks (CNN, Fox News, Headline News and MSNBC), standard and HD feeds vs. All Day Local Broadcast News average. Live HH rating used from the latest available month.

Note: Live+Same Day will be used if Live+1 is not available.

Nielsen DMA: Providence, RI-New Bedford, MA

Comscore Market: Providence, RI